



Report to the Auburn City Council

Action Item
Agenda Item No.

6


City Manager's Approval

To: Honorable Mayor and City Council Members
From: Rich Ramirez, Interim City Manager
Date: February 24, 2014
Subject: Draft Profile for City Manager Recruitment

Issue

Shall the City Council take additional input on the profile for screening applicants to fill the Auburn City Manager position and approve the attached recruitment profile?

Conclusion and Recommendations

Subject to public comment at the City Council meeting of February 24, 2014, Staff would recommend the adoption of the screening profile subject to any modifications and authorize its use in the screening of applicants for the position of Auburn City Manager.

Background

Following a series of outreach meetings by Peckham and McKenney, in conjunction with efforts by the City Council and Interim City Manager, Peckham and McKenney prepared a draft screening profile that the firm would use in the recruitment of a City Manager for Auburn. The draft profile attempts to capture many of the assets of the City that might interest an applicant for the position while at the same time, identify those key characteristics the City Council and the Community seek in its next City Manager.

Fiscal Impact

The recruitment is a budgeted activity and fully funded for Fiscal 2014.

City Manager
City of Auburn, California
Endurance Capital of the World

The Community

Majestic views of the American River Canyon, vistas of the Sierra Nevada Mountains, wooded hills and ravines, and streams winding through small valleys characterize the site of the city of Auburn. Emerging from the Gold Rush Era as a community with a strong historic character, Auburn serves as a growing economic center as well as a hub for a vast array of adventure and tourism opportunities. The city offers an outstanding quality of life to a population of 13,446 residing within approximately 7.5 square miles.

At the crossroads of Interstate 80 and Highway 49, also known as the Golden Chain Highway, Auburn is the County Seat of Placer County as well as home of the California Welcome Center. The city is located in the western foothills of the Sierra Nevada Mountain Range at elevations between 1,000 and 1,500 feet above sea level. This provides the advantage of being above the valley fog and below the Sierra snow line.

Auburn is situated approximately 800 vertical feet above the confluence of the North Fork and Middle Fork of the American River. Home to the Auburn State Recreation Area, the site of more sporting endurance events than any other place in the region, Auburn has proclaimed itself as the Endurance Capital of the World. Examples of events include the Western States 100-Mile Endurance Run, the Tevis Cup 100-Miles Equestrian Ride, American River 50-Mile Endurance Run, American River 50-Mile Equestrian Ride, Way Too Cool 50-Kilometer Endurance Run, Auburn International Half-Ironman Triathlon, Auburn Century 100-Mile Bike Ride, Coolest 24-Hour Mountain Bike Race, and the Ride & Tie.

Auburn is a tourism destination point for the enjoyment of a variety of other activities available in the area from whitewater rafting, horseback riding, and hiking; to the ambiance of the Old Town and Downtown areas that provide unique shopping and dining experiences. Auburn is committed to supporting the arts in the community, including public art, theatre, music, dance and the many local artists that exhibit their works in the art galleries and businesses.

Considered one of the best places to live in Northern California, the city's school districts provide quality educational programs to local students. Placer High School, *Home of the Hillmen*, is rich in tradition and community involvement and enjoys an open campus located in the center of the community.

The Gold Country Fairgrounds is host of a variety of annual events including the Gold Country Fair, Mountain Mandarin Festival, Antique Sale, Christmas Craft Faire, and Auburn Family Fourth. Auburn has a burgeoning farm-to-fork agricultural climate with local farmers' markets and countywide marketing programs, such as Placer Grown, that connect residents and visitors with the local family farmers, ranchers, and vintners whose passion is to produce the finest fruits, vegetables, meats, and other agricultural products the region has to offer. Hub of the Placer County Wine Trail, the region boasts 20 wineries, many of which are award winning.

The Auburn Municipal Airport serves approximately 188 aircraft daily bringing many visitors and business leaders to the area. The Auburn Airport Business Park has attracted and fostered impressive business success. World-leading entrepreneurs in avionics, electronics manufacturing, and bioscience research, as well regional distributors, solar energy developers, and motion picture producers have been attracted to this convenient and professional business hub.

With vast economic, cultural, tourism, entertainment, and active lifestyle offerings, Auburn is committed to an outstanding quality of life for its residents while preserving its unique character and sense of history. To learn more about the city, please visit www.auburn.ca.gov as well as the many links to additional community information.

The Organization

The City of Auburn is a general law city that operates under a City Council/City Manager form of municipal government. Five Council members are elected at-large on a nonpartisan basis to staggered, four-year terms, and the City Council selects a Mayor each year. The City Treasurer and City Clerk are also elected positions. The next municipal election will be held in November 2014, and three Council seats will be on the ballot.

Auburn has enjoyed the work of a dedicated staff of 85 full-time employees that prides itself on the delivery of quality, customer-focused services to the community. The departments within the city include Finance/Administrative Services, Community Development, Public Works, Police, and Fire. The city is fiscally conservative and financially sound and has a general fund budget of \$9.5 million, and a total operating budget of \$19.5 million including airport and sewer enterprise funds. Auburn has six labor groups and is currently entering into negotiations.

With a true love for the community and region, resident involvement and volunteerism is a way of life in Auburn. The city has a variety of boards and commissions including the Planning Commission; Economic Development Commission; Historic Design Review Commission; Arts Commission; Technology Commission; Endurance Capital Committee; Oversight Committee to Successor Agency; Administrative Committee; Traffic Committee; Streetscape, History, and Art Advisory Committee; and Housing Advisory & Appeals Board. An open, weekly Chamber forum provides civic engagement opportunities with county and city leaders to share updates on issues and projects. In addition, volunteers readily pitch in on community improvement projects, such as Project Auburn, in which service groups and local businesses provide materials and services for beautification and restoration projects.

Auburn leaders and staff have enjoyed and maintained effective working relationships with Placer County, city school districts, and the variety of volunteer and community groups. The city is poised to begin a General Plan update, and major budgeted capital projects for FY 2013/2014 include sewer improvements, sidewalk and bicycle lane improvements, and street overlays. It is also anticipated that the Auburn Airport will undertake capital projects to update the Airport Master Plan, design a perimeter fence, perform a taxiway LED light conversion, and demolish old hangar structures. The city continues to focus on efforts to improve transportation throughout the area, parking in the downtown core, and the provision of quality lodging accommodations to support tourism within the community.

The Position

Auburn's former City Manager, Bob Richardson, served in that capacity for 11 years and recently accepted a similar position with Grass Valley. Through meetings with the City Council, management team, business and community representatives, and residents the following desired attributes, style, and experience of the new City Manager have been expressed.

Given Auburn's culture of an actively involved community, the new City Manager must be comfortable with and embrace an environment of volunteerism. The ideal candidate will be a dynamic leader that is able to build on the city's assets, motivate and inspire others, and continue to encourage the value of working together toward common goals. The City Manager will engage with the community through an approachable and accessible style and willingness to frequently update the community and listen to ideas and suggestions. The selected candidate will possess excellent communication and interpersonal skills, a positive attitude and approach, as well as a sense of humor. At times, the City Manager may coordinate the efforts of various groups, keeping the momentum going, and getting all to "row in the same direction."

In supporting the City Council, the City Manager will provide counsel and recommendations as well as offering alternative ideas and approaches, as necessary. The Council is seeking an individual to assist them in economic development, enhancement of public safety and community projects, policy development, and opportunities for community participation in the budget process. The City Manager will also identify continued opportunities to promote Auburn as an adventure destination and tourism hub. In addition, the new City Manager will maintain and enhance effective working relationships with the county as well as others on a regional basis.

Through a collaborative management and leadership style, the City Manager will set high professional standards for staff thereby ensuring accountability and quality customer service. The individual selected will be hands-on, pitching in where necessary in this team environment.

The ideal candidate will bring at least seven years' progressively responsible experience in a municipal government with at least five years at a management level. A solid understanding, knowledge, and experience in local government budgeting, economic development, capital projects, grant funding mechanisms, and labor relations is desired. Experience in marketing, tourism, arts and culture, and coordination of volunteers is highly desirable. The equivalent of a Bachelor's degree from an accredited college in public administration, business administration, economics, or a related field is required; a Master's degree is desired.

The Compensation

The annual salary of the former City Manager was \$150,000, and it is expected that the individual selected for this position will be appointed at a reasonable salary depending upon qualifications.

The city also offers a competitive benefit package including life and health insurance; leave time; deferred compensation; and auto allowance. In addition, retirement is through CalPERS at the 2% @ 55 formula.

The Recruitment Process

To apply for this exciting career opportunity, please send your resume and cover letter electronically to:

Peckham & McKenney
apply@peckhamandmckenney.com

Please do not hesitate to contact Bobbi Peckham toll-free at (866) 912-1919 if you have any questions regarding this position or recruitment process.

Search Schedule

Resume filing deadline	March 31, 2014
Preliminary Interviews	April 7-11, 2014
Recommendation of Candidates	April 21, 2014
Finalist Interview Process	April 26 and 27, 2014

These dates have been confirmed, and it is recommended that you plan your calendar accordingly.

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